

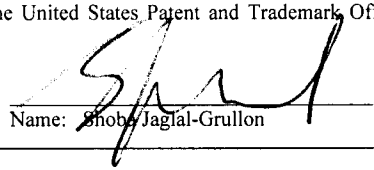
PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Application No.:** 09/773,943      **Group Art Unit No.:** 3622  
**Applicant(s):** Ronald Jacoby, et al.      **Examiner:** Jeffrey D. Carlson  
**Filing Date:** January 31, 2001      **Docket No.:** 085804 . 019600  
**Title:** **SYSTEM FOR DYNAMIC GENERATION OF ONLINE  
STREAMING MEDIA ADVERTISEMENTS**  
**Customer No.:** 76058

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on November 5, 2009.

  
Name: Shobh Jaglal-Grullon

**RESPONSE TO NON-FINAL OFFICE ACTION**

Date: November 5, 2009

Mail Stop AMENDMENT  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir / Madam:

This paper is in response to the Office Communication dated August 6, 2009.